

### **REMARKS/ARGUMENTS**

The Applicants have amended Page 2 of the specification to correct a typographical error. The Applicants submit that this amendment introduces no new matter.

Claims 1-44 stand rejected under 35 USC 112.

In respect of claim 1, the Examiner has stated that it is unclear whether the sensing device receives/senses the indicating data or generates the indicating data. The Applicant has herein amended claim 1 to make it clear that the sensing device senses the coded data, and from the coded data generates the indicating data for transferring to the computer system. Similar amendments have been made in respect of claims 4 and 5 and the corresponding system claims.

Claim 27 has been amended to recite explicitly that the printer prints the form.

Claims 1-44 stand rejected under 35 USC 103(a) as being obvious over Dougherty in view of Luchs.

Dougherty describes a system using pages having coded data and a sensing device that reads the coded data, interprets the coded data, and transmits the coded data to the computer system for additional action. The coded data that is transferred by the sensing device is generally interactive elements, for example, see column 8, lines 3-23 which describes transmitting a user's order information to the computer; and column 11, lines 26-65 which describe reading a URL from a hot spot and transmitting the URL to the computer system (also column 11, lines 44-51).

By contrast, the claims of the present invention each define that the coded data includes position and/or movement data and that the position and/or movement data is sensed by the sensing device and transmitted to the computer. That is, in the present invention, the interactive elements are not themselves read by the sensing device, only the position of the sensing device with respect to the page, in tandem with the page identifier. The computer system then determines from the page identifier what page is being used with the sensing device, the form of that page including the location of the interactive elements, and then from the position or movement data, whether a parameter of a insurance service has been selected by a user. Because the system only requires page positions and page identifiers to be indicated in the printed page, the pages can be made more generic than the system described by Dougherty. In addition, the identifier data is generally more easily read by the sensing device and therefore allows faster and more accurate scanning and transmission of the coded data.

The Dougherty system is less flexible in application than the present invention because all encoding, ie the complete layout, must be performed at the time of printing the form, thereby creating the URL hotspots for example. Whereas in the present invention, the paper form may be printed and then later associated with a particular layout by associating the form identity with a particular layout within the computer system.

There is no disclosure in Dougherty that position or movement data is sensed by the sensing device and transmitted to the computer system for further action and therefore the Applicant respectfully submits that for these reasons, the claims are distinguished from Dougherty and thereby allowable.

Applicant considers that this response is fully responsive to the issues raised in the Office Action. Noting the finality of the Office Action, the Applicant submits that the amendments made in response to the Office Action place the application in condition for allowance. Further consideration of the application is therefore respectfully requested.

Very respectfully,

Applicants:



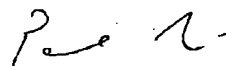
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KIA SILVERBROOK



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JACQUELINE ANNE LAPSTUN



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PAUL LAPSTUN

C/o: 

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Silverbrook Research Pty Ltd  
393 Darling Street  
Balmain NSW 2041, Australia

Email: [kia.silverbrook@silverbrookresearch.com](mailto:kia.silverbrook@silverbrookresearch.com)  
Telephone: +612 9818 6633  
Facsimile: +61 2 9555 7762